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Vol. 113 No. 11

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CBS celebrates 60... page 45.

NAB RADIO '87... page 35.

Judge Greene retains ban on information services... page 41.

Felker named FCC Mass Media chief... page 40.

TVRO dish strategies... page 125.

CBS: EYE ON THE PAST □ CBS, which celebrates its 60th anniversary this month, in many ways reflects evolution of radio and television. BROADCASTING has tapped memories and insights of some of participants in that growth, offering rich portrait of both company and industry. **PAGE 45. THE INTERVIEWS** □ William Paley, **PAGE 64.** Laurence Tisch, **PAGE 55.** Frank Stanton, **PAGE 75.** Walter Cronkite, **PAGE 80.** Eric Sevareid, **PAGE 84.** Fred Friendly, **PAGE 89.** Joseph Flaherty, **PAGE 95.** Gene Jankowski, **PAGE 103.** Chronicle of Lou Dorfsman's career. **PAGE 98.**

LOOK TO THE FUTURE □ After several troubled years, CBS has emerged in its 61st year increasingly cash rich, but some weaknesses need to be addressed as it attempts to regain its former dominant position. **PAGE 107.**

THE HART BEAT □ Appearing on *Nightline* in his first interview since withdrawing from presidential race, Gary Hart says he was unfaithful to his wife, and that he does not intend to re-enter 1988 race for White House. **PAGE 38.**

EARLY RETURNS □ First full week under new peoplemeter systems produces different prime time winners. **PAGE 40.**

MASS MEDIA MAN □ FCC Chairman Patrick picks new chief of Mass Media Bureau. **PAGE 40.**

NAB RADIO '87 □ Broadcasters meet in Anaheim to compare strategies, address issues and plan for future. **PAGE 35.**

RISE OF THE FALL □ Three commercial broadcast networks unveil their first-run programing for 1987-88 television season. **PAGE 111.**

ADDRESSING THE ISSUES □ RTNDA's international conference examines tough issues, including reporting on AIDS, preparing for presidential election and increasing minority presence in broadcasting newsrooms. **PAGE 114.** RTNDA has second thoughts on holding next year's meeting in Phoenix. **PAGE 116.** About 140 exhibitors show their wares. **PAGE 120.**

DISH SUPPORT □ TVRO supporters convene in Nashville at home satellite trade show. **PAGE 125.**

VETERAN NEWSMAN □ Douglas Edwards was first anchor of CBS's evening television newscast; he worked with Murrow, and has reported from around world. After almost 45 years at CBS, he says he is busier than ever. **PAGE 143.**

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57th.

ABC's roll-out schedule looks like this: tonight, *Monday Night Football* (with special pre-game show at 8:30 p.m.); *Sledge Hammer!*, 8 p.m. and *The Charmings*, 8:30 p.m. Thursday (Sept. 17); *Growing Pains* (special hour-long season premiere not in regular day and time period), 8 p.m., *Max Headroom*, 9 p.m. and *20/20*, 10 p.m., Friday (Sept. 18).

Once a Hero (90-minute special debut) 8 p.m. Saturday (Sept. 19); *MacGyver* (Monday, Sept. 21; *Who's The Boss*, 8 p.m.; *Full House*, 8 :30 p.m.; *Growing Pains* (not regular time period), 9 p.m.; preview of *I Married Dora* 9:30 p.m., Tuesday, Sept. 22; *Perfect Strangers*, 8 p.m., *Head of the Class*, 8:30 p.m., *Hooperman*, 9 p.m., *The Slap Maxwell Story*, 9:30 p.m. and *Dynasty*, 10 p.m., Wednesday, Sept. 23.

The *ABC Thursday Night Movie*, *Ghostbusters*, 9-11:07 p.m.,Sept. 24; *Full House*, 8 p.m. and *I Married Dora* (regular time periods), Friday, Sept. 25; *Once a Hero*, 8 p.m. Saturday, Sept. 26 (regular time period).

The *Disney Sunday Movie* of *Alice in Wonderland*, 7 p.m., *Spenser: For Hire*, 8 p.m., *Dolly* 9 p.m. and *Buck James*, 10 p.m., Sunday, Sept. 27; *Growing Pains*, 8:30 p.m., *Moonlighting* 9 p.m. and *thirtysomething*, 10 p.m., Tuesday, Sept. 29. Premiere dates for returning Satuday series *Ohara* and *Hotel* were not announced at press time.

Frontrunner NBC's rollout schedule: Sunday, Sept. 13, *Our House* (first of a two-parter), 7 p.m.; *Family Ties*, 8-9 p.m. (special hour debut in its new time slot against *Murder, She Wrote*); *Private Eye*, 9-11 p.m. (two-hour movie premiere). On Sept. 20, *My Two Dads* debuts at 8:30-9 p.m.

On Wednesday, Sept. 16, NBC will debut *Highway to Heaven*, 8 p.m.; *Year in the Life*, 9 p.m. and *St. Elsewhere*, 10 p.m.

The network's regular Thursday night lineup will be unveiled over several weeks. On Sept. 17, *Night Court* debuts at 9:30 p.m. (first of two parts). Then, on Sept. 24, *The Cosby Show* debuts at 8 p.m.; *A Different World*, 8:30 p.m.; *Cheers*, 9 p.m., and the *Bronx Zoo*, 10 p.m. (the first in NBC's "designated hitter" block). the new season of *L.A. Law* premieres 10 p.m. Oct. 15 and *Beverly Hills Buntz*, another "designated hitter" debuts 9:30 p.m. Oct. 29.

On Friday, Sept. 18, *Rags to Riches* has its two-hour premiere at 8-10 p.m., and *Private Eye* debuts in its regular time period at 10 p.m. The following Friday, *Miami Vice* debuts at 9 p.m.

Saturday, Sept. 19, *The Golden Girls* enters the fall schedule at 9 p.m. and *Mama's Boy* (a "designated hitter") debuts at 9:30 p.m. On Sept. 26, it's *Facts of Life*, 8 p.m.; *227*, 8:30 p.m., *J.J. Starbuck*, 9:30-11 p.m. (90-minute preview). The rollout of the Saturday schedule concludes on Oct. 3 with *Amen* at 9:30 p.m. and *Hunter*, 10-11 p.m.

On Monday, Sept. 21, are the premieres of *ALF* at 8 p.m. and *Valerie* at 8:30 p.m.

The Tuesday schedule begins Sept. 22 with the rollout of *Matlock* at 8-10 p.m.(special two-hour premiere) and *Crime Story*, 10 p.m. On Sept. 29, *J.J. Starbuck* debuts at 9 p.m. in its regular time period. □

Nielsen syndicaiton service
preliminary audience estimates of syndicated shows for week ended Aug. 30

1.	Wheel of Fortune	15.4/220	99
2.	Jeopardy	11.1/209	99
3.	World Wrestling Federation	10.2*/238	95
4.	Wrestling Network	8.0*/179	89
5.	Wheel of Fortune (B)	7.7/170	81
6.	People's Court	7.6/192	97
7.	Oprah Winfrey Show	7.5/180	98
8.	Entertainment Tonight	7.4*/153	93
9.	New Newlywed Game	6.7/181	95
10.	All Star Wrestling Network	6.0*/113	85
10.	Hollywood Squares	6.0/150	91
12.	Mama's Family	5.5*/159	88
13.	Charles in Charge	4.9*/100	85
14.	Entertainment Tonight Wknd	4.6*/160	93
14.	Hee Haw	4.6/218	90
14.	It's a Living	4.6*/144	88

*includes multiple airings

InterMedia

Concerned about carriage. Member survey conducted by National Association of Public Television Stations found 80% of respondents are concerned about cable carriage of public TV. Issue has risen to level of "equal concern" with issue of finding new funding sources, said NAPTS director of research, Bernadette McGuire. Local and national programing, staffing and equipment replacement followed as issues of major concern identified by 126 managers responding to survey, which was conducted late last spring. □

Bakker probe. Federal grand jury in Charlotte, N.C., has been convened, believed to be for investigation of PTL ministry formerly headed by evangelist Jim Bakker and his wife, Tammy. Investigation is expected to continue six to 12 months with grand jury meeting on third week of every month. Justice Department refuses to confirm that PTL is target of investigation. It has been widely reported since grand jury was formed that Bakkers and other former PTL executives are being investigated for mail fraud and tax evasion. □

Gearing up. William Turner of Citadel Communications Corp., is taking a four-month leave of absence to coordinate the National Association of Broadcasters grass-roots lobbying activities until the end of the year (BROADCASTING, Aug. 31). NAB officials and Turner say the appointment is temporary. A former TV board chairman, Turner started Sept. 8, and will commute home to Sioux City, Iowa, on weekends.

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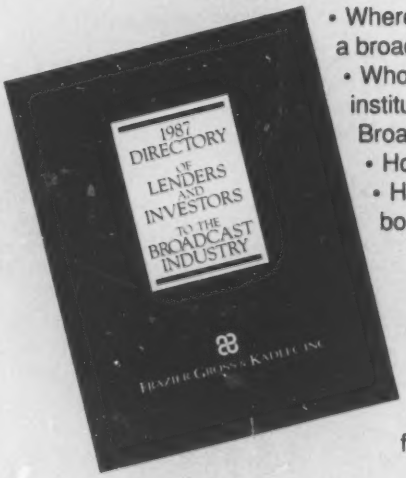

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others holding 3.3% each. Filed Aug. 27.

■ Atlantic City, N.J.—Tremont Broadcasting Corp. seeks 107.3 mhz; 25 kw; HAAT: 619.9 ft. Address: P.O. Box 1176, 125 S. Main St., Pleasantville, N.J. 08232. Principal is owned by Cecil J. Banks, president (20%); Margo H. Banks, secretary (20%); Warren Only, treasurer (20%), James Dancey, vice president (20%), and Barbara L. Dancey (20%). It has no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—American Indian Broadcast Group, Inc. seeks 107.3 mhz; 25 kw; HAAT: 619.9 ft. Address: Country Village Shopping Center, Suite 2, Smyrna, Tenn. 37167. Principal is owned by Jack Bursack, 1/3, Lynwood Eaton, 1/3 and Fritz Niggeler 1/3. Filed Aug. 27.

■ Atlantic City, N.J.—Long Beach Island Radio Corp. seeks 107.3 mhz; 25 kw; HAAT: 328 ft. Address: 12 Robert Dr., Ship Bottom, N.J. 08008. Principal is owned by Patricia M. Rose. It has no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—D&L Broadcasting seeks 107.3 mhz; 25 kw; HAAT: 328 ft. Address: 904 E. Gowen Ave., Philadelphia 19150. Principal is owned by Reginald M. LaVong and Sandra M. Delgiorno. LaVong owns WHAT(AM) Philadelphia. Filed Aug. 27.

■ Atlantic City, N.J.—Atlantic Shore Broadcasting seeks 107.3 mhz; 25 kw; HAAT: 193.5 ft. Address: One Gateway Center, Suite 1900, Newark, N.J. 07102. Prinicpal is owned by Glenn F. Scotland, who has no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—Feature Productions Inc. seeks 107.3 mhz; 25 kw; HAAT: 223 ft. Address: 1889 Forest Dr., Willliamstown, N.J. 08094. Principal is owned by Carmen J. Colucci and Daniel J. Merlo, who have no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—Beach Communications seeks 107.3 mhz; 25 kw; HAAT: 328 ft. Address: 957 Asbury Ave., Ocean City, N.J. 08226. Principal is owned by Neely D. Crosley, William Koplovitz and Steven Sinn. Koplovitz and Sinn own WOBG(AM)-WSLT(FM) Ocean City, N.J. Filed Aug. 26.

■ Atlantic City, N.J.—Maureen H. Meny seeks 107.3 mhz; 25 kw; HAAT: 318.9 ft. Address: 529 Woolf Rd., Milford, N.J. 08848. Principal is owned by Meny, Jacqueline R. Preston and Dena G. Groden. It has no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—Knight Radio Inc. seeks 107.3 mhz; 25 kw; HAAT: 328 ft. Address: 63 Bay State Rd., Boston 02215. Principal is Boston-based group of two AM's and three FM's owned by Norman Knight. Filed Aug. 26.

■ Atlantic City, N.J.—Telecommunications Network Inc. seeks 107.3 mhz; 25 kw; HAAT: 325 ft. Address: 2930 South Broad St., Trenton, N.J. 08610. Principal is owned by Adolph N. Weiss and six others. It has no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—Surf City Broadcasting Associates seeks 107.3 mhz; 25 kw; HAAT: 328 ft. Address: 114 23rd St., Surf City, N.J. 08008. Principal is owned by Kevin O'Kane and family. O'Kane has interest in WTUV(TV) Utica, N.Y. Filed Aug. 27.

■ Highland, N.Y.—William H. Walker III seeks 107.3 mhz; 330 w; HAAT: 295 ft. Address: P.O. Box 1341, 12528. Principal has no other broadcast interests. Filed Aug. 27.

■ Biltmore Forest, N.C.—Owen-Dumeyer Partnership seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 1417 Story Ave., Lopuisville, Ky. 40206. Principal is owned by George E. Owen and David Dumeyer, who have no other broadcast interests. Fiedl Aug. 28.

■ Biltmore Forest, N.C.—Shamrock Communications Inc. seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 149 Penn Ave., Scranton, Penn. 18503. Principal is owned by James J. Haggerty and four others. It has no other broadcast interests. Filed Aug. 28.

■ Southern Pines, N.C.—Southern Radio Partnership seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 1345 Niagara Rd., 28397. Principal is owned by David L. Hicks, General Partner, 5.45%, Joan C. Hicks, General Partner, 5.45%, Roy S. Massengill, General Partner, 6.6% and 25 other general partners with 3.3%. Filed Aug. 24.

■ Warrenton, N.C.—WARR Inc. seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 577, 27589. Principal is owned by Ralph Coleman, 24% and Clesie (Cle) Everette, 76%. It owns WARR(AM), Warrenton, N.C. Filed Aug. 26.

■ Edgewood, Ohio—John Anthony Bulmer seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 125 Bayshore Ct., St. Mary's, Ohio 45885. Principal has no other broadcast interests. Filed July 29.

■ Swanton, Ohio—Swan Creek Communications seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 3107 Woodville Rd., Toledo, Ohio 43619. Principal is owned by Jerry Toth and Thomas Gardull. Thomas Gardull is 33% general partner in an application by Fulton Broadcasters for an FM allocation at Wauseon, Ohio. Filed Aug., 27.

■ Swanton, Ohio—Swanton Radio Associates seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 3309 Grimsby Pl., Toledo, Ohio 43606. Principal is owned by London Mitchell, Gen. Partner, 10.9%; Robert L. Groat, Gen. Partner, 6.6%; Eugene B. White, Gen. Partner, 6.6%, Guy & Willie Potect, Gen. Partners, 6.6% and 21 other general partners with 3.3% each. Filed Aug. 27.

■ Swanton, Ohio—Nunn Corp. seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 2129 Robinwood Ave., Toledo, Ohio 43620. Principal is owned by Irving Nunn and his wife, Cathy. It has no other broadcast interests. Filed Aug. 27.

■ Swanton, Ohio—Welch Communications Inc. seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 1251 S. Reynolds Ave., Toledo, Ohio 43615. Principal is owned by Chrles Welch and Paul L. Jones. Welch owns and Jones is program director of WVOI(AM) Toledo. Filed Aug. 27.

■ Northumberland, Penn.—Charles W. Loughery seeks 107.3 mhz; 660 w; HAAT: 682.2 ft. Address: 741 Cybus Way, Southampton, Penn. 18966. Principal is engineering technician for New Jersey Broadcasting Authority, consulting engineer for WNPV(AM), Lansdale, PA, and a general partner of Bucks County LPTV, applicant for two LPTV stations in Pennsylvania. Filed Aug. 27.

■ Northumberland, Penn.—William P. Zurick seeks 107.3 mhz; 2 kw; HAAT: 377.2 ft. ddress: RD #2, Box 293, Sunbury, Penn. 17801. Principal has no other broadcast interests. Filed Aug. 27.

■ Northumberland, Penn.—Rebecca L. Boedker seeks 107.3 mhz; 1.86 kw; HAAT: 413.3 ft. Address: 95 King St., 17857. Principal has no other broadcast interests. Filed Aug. 27.

■ Aberdeen, S.D.—Alrox Inc. seeks 106.7 mhz; 100 kw; HAAT: 708.5 ft. Address: 349 Berkshire Plaza, 57401. Principal is owned by Allen D Rau, 51% and Mel Hendricks, 49%. It is the licensee of KGIM(AM), Aberdeen, S.D. Filed July 24.

■ Post, Tex.—Southwest Educational Media Foundation of Texas Inc. seeks 107.3 mhz; 50 kw; HAAT: 423.1 ft. Address: 2100 Hwy 360, Suite 1204, Grand Prairie, Tex. 75050. Principal is nonprofit corporation headed by Kent Atkins, president. Filed Aug. 27.

■ Post, Tex.—American Indian Broadcast Group Inc. seeks 107.3 mhz; 50 kw; HAAT: 423.1 ft. Address: Country Village Shopping Center, Suite 2, Smyrna, Tenn. 37167. Principal is owned by Jack Bursack, 1/3, Lynwood Eaton, 1/3 and Fritz Niggeler 1/3. Filed Aug. 27.

New TV

■ Salem, Ind.—James Ledford seeks ch. 58; 5,000 kw; HAAT: 833.1 ft. Address: RR#3, Box 157, Salem, Ind. 47167. Principal has no other broadcast interests. Filed Aug. 27.

Actions

■ Boston, Ga.—Granted app. to Boston Radio Co. for 106.3 mhz; 3 kw; change HAAT to 328 ft. Address: Cooper Rd., Route 2, P.O. Box 27-D, Meigs, Ga., 31765. Principal is owned by Cindy M. White and her husband, Jerry, who also has interest in WCLB(AM) Camilla, Ga. Action Aug. 25.

■ Norway, Mich.—Granted app. to James Verkest for 94.3 mhz; 2 kw; HAAT: 1,315.3 ft. Address: 173 N. Main St., Oregon, Wis., 53575. Principal has interest in WFCL-AM-FM Clintonville, Wis. Action Aug. 26.

■ Narragansett Pier, R.I.—Returned app. Cindy A. Rakovan for 102.7 mhz; 3 kw; HAAT: 328 ft. Action Aug. 25.

■ Narragansett Pier, R.I.—Returned app. Ocean Venture Broadcasting for 102.7 mhz; 3 kw; HAAT: 328 ft. Action Aug. 25.

■ Narragansett Pier, R.I.—Returned app. Lighthouse FM Partnership for 102.7 mhz; 3 kw; HAAT: 938 ft. Action Aug. 25.

■ Narragansett Pier, R.I.—Returned app. C.G. Associates of Narragansett for 102.7 mhz; 3 kw; HAAT: 938 ft. Action Aug. 25.

■ Narragansett Pier, R.I.—Returned app. Blount Communications Inc. for 102.7 mhz; 3 kw; HAAT: 492 ft. Action Aug. 25.

Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Allocations

Applications

■ El Centro, Calif.—Designated for hearing, the mutually exclusive applications of Garcia Communications, SICC Holding Corp., La Paz Wireless Corp., and Imperial Valley Broadcasting for a new VHF television station on channel 7 at El Centro. (MM Docket 87-354 by Order [DA 87-1216] adopted August 27 by the chief, Video Services Division, Mass Media Bureau.)

■ Roseville, Chico and South Lake Tahoe, Calif.—Effective October 19, amended FM Table to substitute channel 229B1 (93.7 mhz) for channel 228A at Roseville and modified license of KRXQ(FM) to operate on the new channel; substitute channel 230B1 (93.9 mhz) for channel 229B at Chico and modified license of KFMF(FM) to operate on the new channel; substitute channel 230B1 for channel 230B at South Lake Tahoe and reclassified station KRTL(FM) accordingly. (MM Docket 86-473, by R&O [DA 87-1225] adopted August 18 by the chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Beverly Hills and Odessa, Fla.—Effective October 19, amended FM Table to allot channel 250A (97.9 mhz) to Beverly Hills as its first local FM service; filing window: October 20-November 19. (MM Docket 86-267, by R&O [DA 87-1221] adopted August 18 by the chief, Allocations Branch.)

■ Perry, Ga.—Designated for hearing, the mutually exclusive applications of RSO Broadcasting, Perry Television, inc., and Radio Perry, Inc. for a new UHF television station on channel 58 at Perry. (MM Docket 87-353 by Order [DA 871215] adopted August 27 by the chief, Video Services Division.)

■ Hilo, Hawaii—Approved settlement agreement and dismissed the application of Southport Radio, Inc.; granted the application of Irving A. Uram for a new FM station at Hilo; and terminated the proceeding. (MM Docket 86-175 by Order [FCC 87R-43] adopted August 25 by the Review Board.)

■ Honolulu, Hawaii—Granted the application of Lee Optical and Associated Companies Retirement and Pension Fund Trust for a new FM station on channel 262C (100.3 mhz) at Honolulu, and denied the competing application of Phillip R. Antoine and Lan Thi Vuong-Antoine. (MM Dockets 831338-40 by Decision [FCC 87R-44] adopted August 28 by the Review Board.)

■ Millinocket, Me.—On request of Katahdin Communications, Inc., proposed amendment of FM Table by substituting channel 235C2 (94.9 mhz) for channel 249A (97.7 mhz) and modification of Katahdin's license for WSYY-FM to specify operation on the new channel; comments October 26, replies November 10. (MM Docket 87-350, by NPRM [DA 87-1223] adopted August 18 by the chief, Allocations Branch.)

■ Starkeville, Miss.—Effective October 19, amended FM Table by substituting channel 291C2 (106.1 mhz) for Channel 292A (106.3 mhz) and modifying license of WSMU(FM) to specify operation on the new channel. (MM Docket 86-480, by R&O [DA 87-1222] adopted August 18